

National Aeronautics and Space Administration



REACH
—NEW—
HEIGHTS

BENEFIT
—ALL—
HUMANKIND

REVEAL
—THE—
UNKNOWN

Dr. Alotta Taylor

Director, Strategic Integration and Management Division,
Human Exploration and Operations Mission Directorate (HEOMD)



A Mandate to Communicate



According to the National Aeronautics and Space Act (Pub. L. No. 111-314, 124 Stat. 3328 [Dec. 18, 2010]):

- Sec. 20112 (a) The Administration, in order to carry out the purpose of this Act, shall—
 - (3) provide for the **widest practicable** and appropriate dissemination of information concerning its activities and the results thereof

NASA Communications



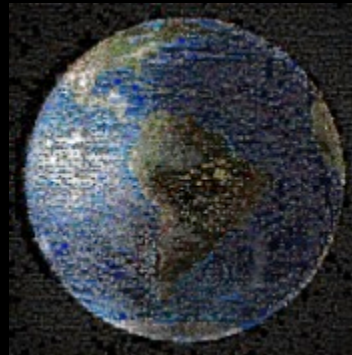
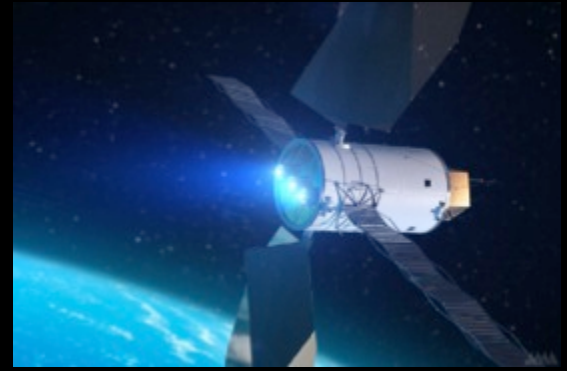
Big Picture – Shifting our stakeholders' images of NASA from ...



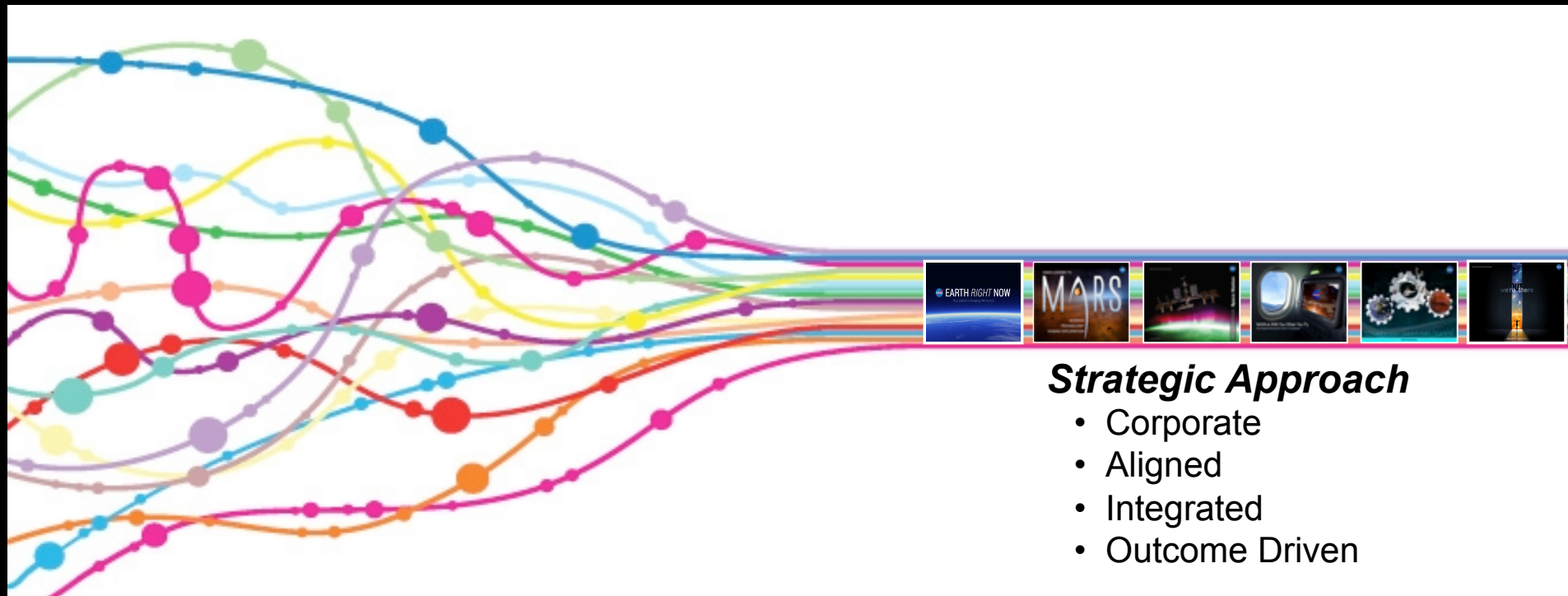
NASA Communications



To . . .



Changing Our Operational Model and Fostering Integration



NASA Communications Priorities



Earth Right Now.
*Your planet is changing.
We're on it.*
#EarthRightNow



Technology.
Technology drives exploration.
#321TechOff



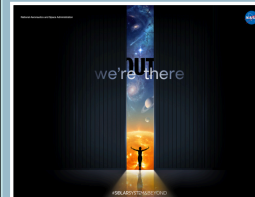
ISS.
Off the Earth, for the Earth.
#ISS



Aeronautics.
NASA is with you when you fly.
#FlyNASA



Mars.
Join us on the journey.
#JourneytoMars



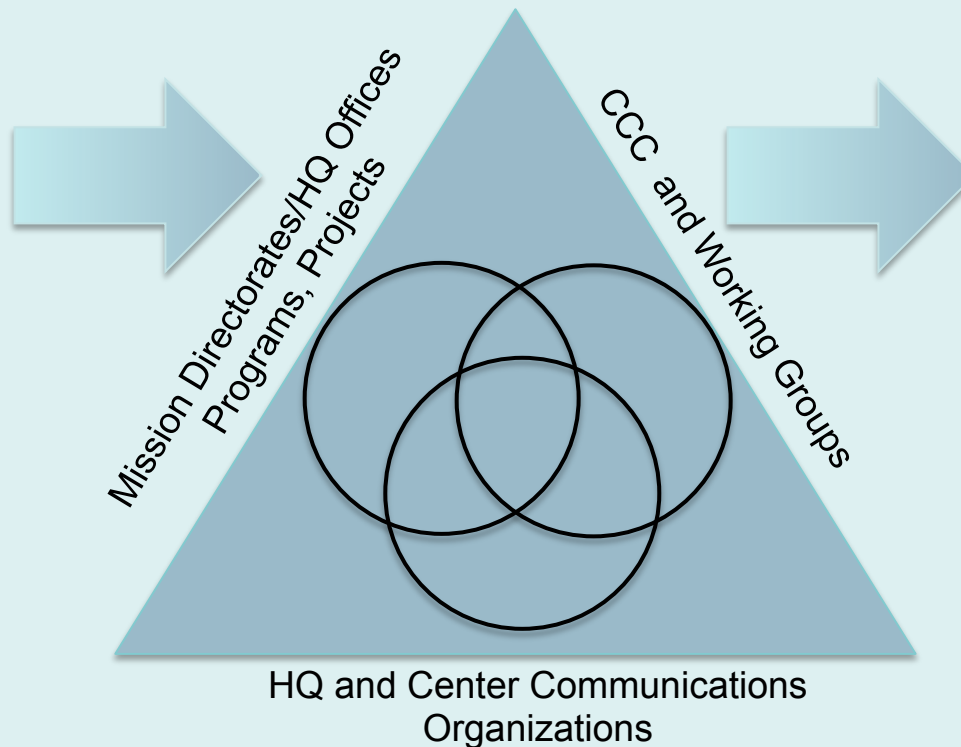
Solar System and Beyond.
NASA: We're Out There.
#NASABeyond

Changing Our Operational Model and Fostering Integration

Strategic – Integrated – Aligned – Outcome Driven



Communications Priority Teams
(Campaign Teams)



Communications Channels

- Traditional Media
- Social Media
- Web and Multimedia
- NASA TV
- Public Outreach
- Conferences & Events
- Speakers Bureau
- Exhibits/Artifacts
- Guest Operations

HEOMD Communications Goals



HEOMD Communications Goal 1:

Enhance public and Congressional recognition of the value of human space exploration and understanding of the capabilities-driven approach in our pursuit of sending humans to Mars.

Strategies

1. Mobilize the NASA workforce to serve as knowledgeable and excited ambassadors.
2. Articulate the challenges, risks, and benefits of human space exploration; communicating in terms meaningful to our stakeholders and always delivering a call to action.
3. Leverage milestones and activities as proof points, citing the capabilities-driven approach, in our advancement towards reaching Mars with humans.
4. Cultivate and maintain relationships with opinion leaders and influencers.
5. Partner with industry and academia to expand capabilities and broaden message dissemination.
6. Proactively collaborate with Public Affairs and the Office of Legislative and Intergovernmental Affairs to ensure they are fully equipped to achieve HEOMD communications goals.

HEOMD Communications Goal 2:

Enhance public awareness of the marvels associated with the International Space Station and its role in advancing human space exploration.

Strategies

1. Incorporate the International Space Station (ISS) into the public's everyday consciousness.
2. Articulate the benefits to humanity, world-class research opportunities, and the role the ISS plays as a proving ground in sending humans to Mars; communicate in terms meaningful to our stakeholders and always delivering a call to action.
3. Leverage milestones and activities as proof points, citing ISS as a proving ground, in our advancement towards sending humans to Mars.
4. Cultivate and maintain relationships with opinion leaders and influencers.
5. Partner with industry and academia to expand capabilities and broaden message dissemination.

JOIN US ON THE JOURNEY TO MARS DAY ON THE HILL

We invite you to join us and enjoy interactive exhibits and engaging conversation with NASA experts who are developing solutions to solvable challenges for robotic and human missions to Mars, including transportation, technology, and scientific developments that will allow us to get there, land, live, work, and return safely to Earth.

THURSDAY, JUNE 25, 2015 • 3–7 P.M.
Rayburn House Office Building Foyer
Reception with light hors d'oeuvres begins at 5 p.m.
Register to attend by e-mailing CongressionalEvents@nasa.gov

#JOURNEYTOMARS

Meet special guest NASA astronaut Barry "Butch" Wilmore, who just returned to Earth from the International Space Station after 167 days in space.

ISS Benefits for Humanity Videos: In Their Own Words

- Changing Lives
- Eyes on the Tide
- Farming from Space
- Found At Sea
- In Plain Sight
- Station Inspiration
- The Sound of Life
- Water for the World

HEOMD Communications Goals and Balance



HEOMD Communications Goal 3:

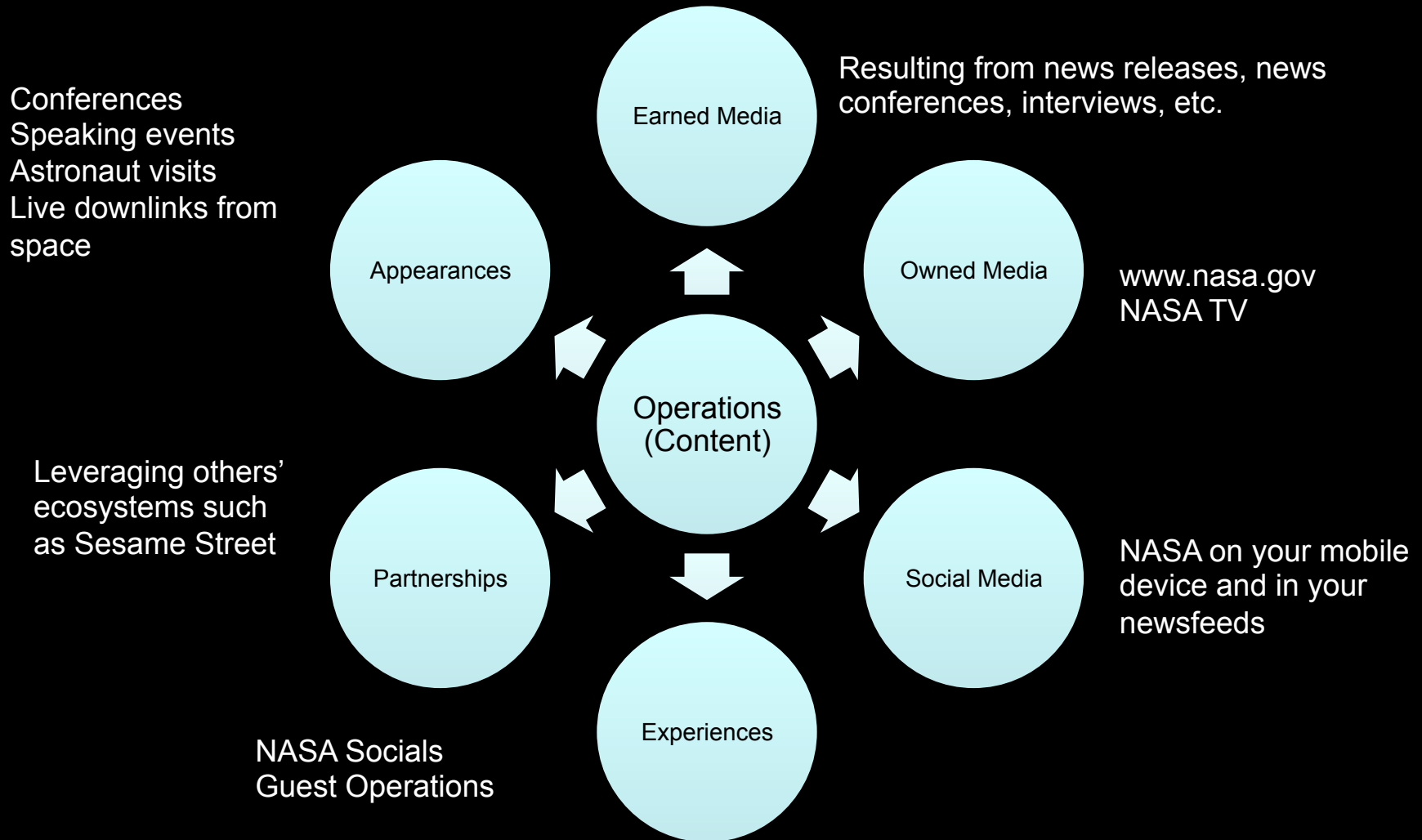
Enhance public involvement and excitement about human space exploration missions through authentic experiences and opportunities to participate.

Strategies

1. Identify and plan experiences and opportunities as early as possible in program and project planning.
2. Maximize use of existing NASA partnerships and agreements for collaboration, competitions, and challenges.
3. Partner, both internally and externally, to find innovative and cutting-edge solutions to providing experiences and participation opportunities.



HEOMD Communication Strategy Aligns with the NASA Communications Ecosystem



Sharing the amazing work we do as widely as possible!

Social Media/Media

*“Inspiring Current
and Future
Generations”*

PewResearchCenter

Who uses social networking sites

% of internet users within each group who use social networking sites

All internet users	74%
a Men	72
b Women	76
a 18-29	89 ^{cd}
b 30-49	82 ^{cd}
c 50-64	65 ^d
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

As of September 2014:

71% of online adults use Facebook

23% of online adults use Twitter

26% use Instagram

28% use Pinterest

28% use LinkedIn

Social Media and Space Exploration



A close-up of a smartphone screen held in a hand. The screen displays a NASA video of the International Space Station (ISS) orbiting Earth. The top of the screen shows a white navigation bar with the NASA logo on the left and a blue circle with a white 'C' on the right. Below the navigation bar, the video shows the ISS against the blue and white horizon of the Earth.

UNDENIABLE RELATIONSHIP: SPACE & SOCIAL MEDIA

73°
6:18

12 25

#SPACEWEEK WIN TRIP TO SPACE CAMP LIFE AFTER SPACE

CLAY FORECAST: [MON: 96° ⚡] [TUE: 95° ⚡] [WED: 95° ⚡]

Big Picture AND Close Up Details



Harness the power of the flagship agency accounts

- Carefully curate this and reach the largest number of social media followers
- Provide a well-rounded view of everything NASA has going on
- Shine light onto things that are unlikely to make news otherwise

Create a ecosystem of niche, single-purpose accounts

- Curated by embedded account managers specializing on a particular mission, topic, or program
- Develop followings of users interested in a particular slice of the NASA pie
- Allow for experimentation and trying out new ideas

490+

Accounts & Counting...





Facebook

Facebook Account	Followers
NASA	11M
The White House	4M
U.S. Navy	2.1M
Air Force	2M
ISS Facebook	1.8M
Kennedy	1M
Curiosity	1M
SpaceX	878K
Goddard	785K
JSC	601K
Orion	369K
Marshall	81K



Twitter

Twitter Account	Followers
@NASA	10.8M
@TheWhiteHouse	6.47M
@MarsCuriosity	1.93M
@SpaceX	875K
@NASAKennedy	850K
@USNavy	491K
@NASA_Astronauts	393K
@NASA_Johnson	343K
@NASAGoddard	250K
@ISS_Research	238K
@NASA_Orion	202K
@Space_Station	174K
@NASA_Marshall	104K



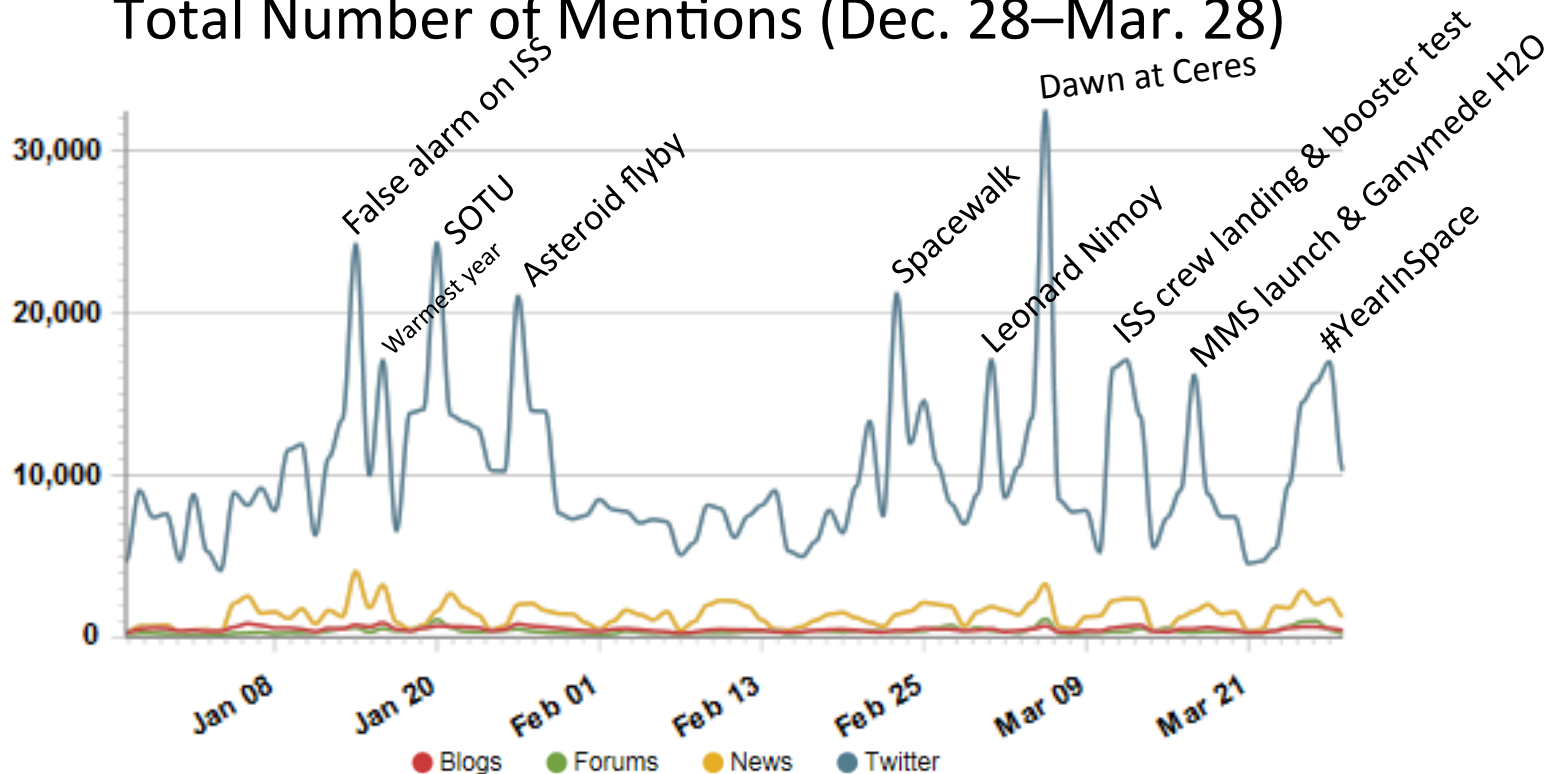
Instagram

Instagram Account	Followers
natgeo	23.8M
nasa	3.4M
Nasagoddard	843K
iss	595K
Usnavy	126K
nasajohnson	41.4K
Nasakennedy	21.8K
Nasa_marshall	17.9K

NASA Office of Communications

Media Metrics

Total Number of Mentions (Dec. 28–Mar. 28)



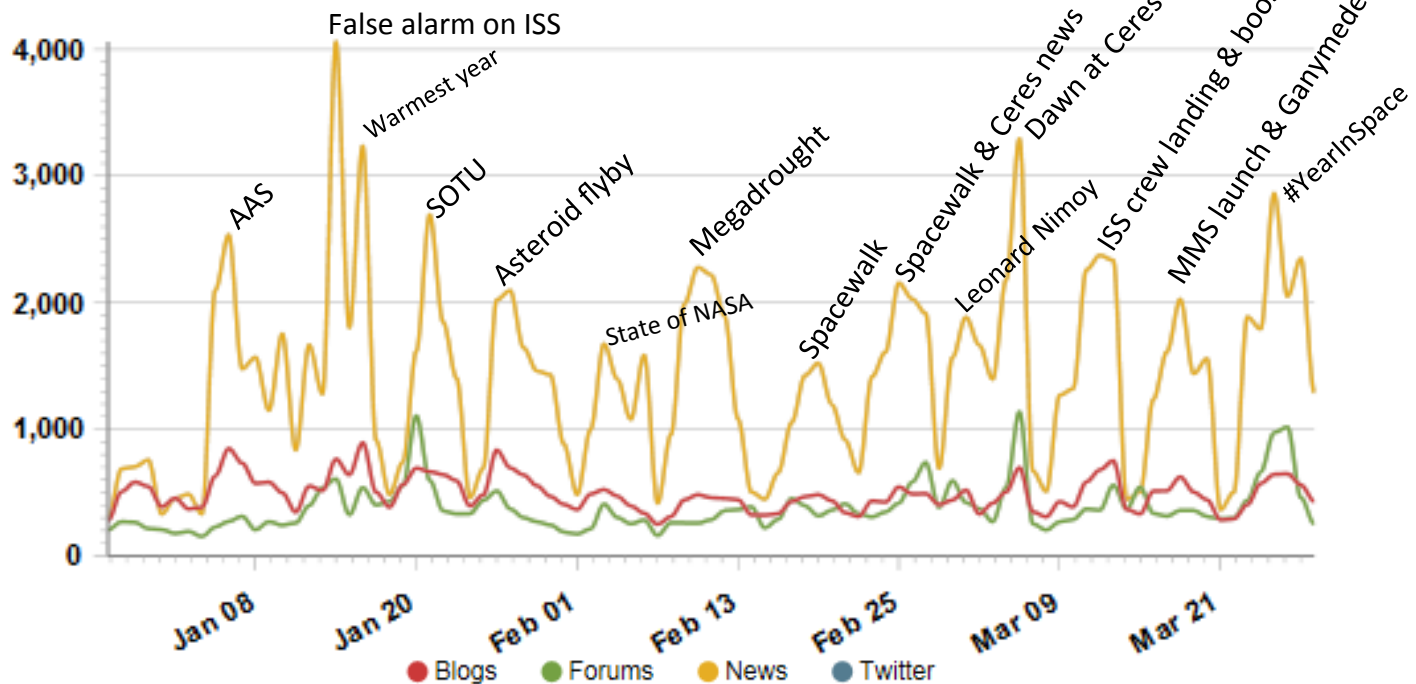
- This chart shows the total number of mentions over time, broken down by media.
- Twitter consistently makes up the vast majority of NASA's traffic.

NASA Office of Communications

Media Metrics

Total Number of Mentions (Dec. 28–Mar. 28)

Blogs, Forums, and News



- This chart shows the total number of mentions with Twitter data removed.
- On the week of Mar. 22, there were more mentions on forums than on blogs. This week's activity was mostly driven by a popular Reddit AMA (Ask Me Anything) post with NASA and university scientists discussing climate change and megadroughts.

Time Coverage of Scott Kelly's Year In Space



The image shows a video player interface for the first episode of a series. The background is a blurred photo of astronaut Scott Kelly and his family. In the top right corner, there are social media icons for Facebook, Twitter, and YouTube. On the left side, there is a sidebar menu with the following items: 'TIME A YEAR IN SPACE', 'TIME IN SPACE 107D20H6M58s', 'TRAILER: THE MISSION', 'EP.1: LEAVING HOME' (which is highlighted), 'EP.2: UNLIKELY ALLIES', 'EP.3: COMING SOON', 'LATEST NEWS', and 'SIGN UP'. The main area of the player displays 'EPISODE 1' and the title 'LEAVING HOME' in large white letters. Below the title, a subtitle reads: 'Astronaut Scott Kelly says goodbye to family and friends as he leaves to become the first American to spend a year in space.' At the bottom center, it says 'PRESENTED BY' followed by the Boeing logo.

[Time](#) released the first two episodes in its series about Scott Kelly.

Commercial Crew Astronaut Selection (over 300 articles)



The Washington Post

The Switch

Meet the first American astronauts headed to space from U.S. soil in years



By Christian Davenport July 9 [Follow @chrisdavenport](#)



Sunita Williams is one of four astronauts who will fly on a commercially owned and operated spacecraft, built by contractors, not NASA. They will launch to space from U.S. soil for the first time since the space shuttle was retired in 2011. (ReelNASA/YouTube)

Combined, they have spent more than a year in space, orbited the Earth hundreds of times and traveled tens of millions of miles. They are decorated military veterans, fighter jet and helicopter pilots turned NASA astronauts, who have all flown to the International Space Station.

NBC NEWS

SCIENCE > SPACE

ENVIRONMENT WEIRD SCIENCE



SCIENCE JUL 9 2015, 12:24 PM ET

NASA Picks Four Astronauts to Train for Commercial U.S. Spaceflights

by ALAN BOYLE

NASA plans to use commercial space vehicles to transport astronauts to and from the International Space Station. © NASA file

Meet the first astronauts for NASA's commercial space flight program

By Loren Grush on July 9, 2015 11:27 am [@lorengrush](#)



(NASA)

[f Share on Facebook \(2,622\)](#) [t Tweet \(649\)](#) [in Share \(9\)](#) [p Pin](#)

NASA COMMUNICATIONS

Integration and Best Practices – Launch America



Overall Reach: 2.94 Billion
Facebook Reach: 4.6 million **70,000 Blog Views**
“Biggest NASA News Event of the Year”
Twitter Engagement: 20,000 71,628 Video Views
Top Two U. S. Gov Tweets **Twitter Reach: 3 million**
1,000 + News Stories NASA TV Plays: 40,000



“One giant leap for NASA – and U.S.”

- Washington Post

- Story carried on every major broadcast network and publication framed with NASA messaging of returning flight of American astronauts to U.S. soil
- Biggest event of the year until Orion’s test flight
- Nearly 4 million Twitter impressions
- Announcement 40% of NASA.gov web traffic for the week
- 40,000 concurrent NASA Television streams of the news conference
- Media Advisory had 300,000 page views, 2X any other announcement

NASA COMMUNICATIONS

Integration and Best Practices – Orion Test Flight



“Orion: NASA’s next giant leap.”

- NBC News

- Succeeded in framing the flight and other Agency missions and projects in the broader “Journey to Mars” context
- 27,000 VIP guests
- 2,900+ media reports
- 157 newspaper front pages worldwide
- @NASA Twitter account reached 47 million people
- #Orion & #Journey To Mars top trending worldwide hashtags
- First NASA Social with every field center participating
- NASA Facebook page reached 13.5 million launch day
- 5 million visits to NASA.gov launch day, more than a typical week
- Six hours of live, NASA TV coverage



Space Launch System reached one million likes
on Facebook!



1 Million Likes!



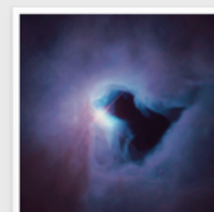
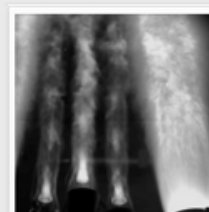
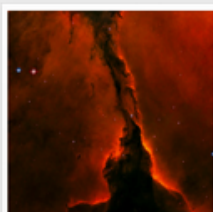
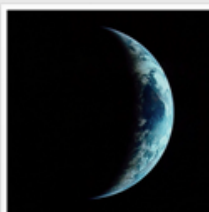
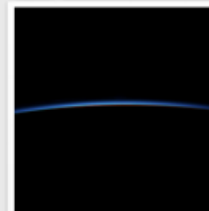
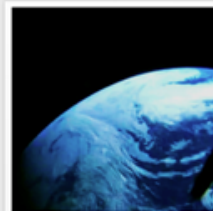
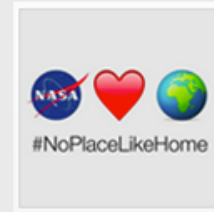
***YOU* are the STARS
in our sky.**



SLS

Integrated Exploration Systems Development

Instagram Account – @exploreNASA – 90K+ new followers in less then six months!



Public Engagement and Outreach

INTERNATIONAL SPACE STATION

Off the Earth, For the Earth



NASA HQ ISS video wall won 2015 APEX Top Gold Award for Exceptional Digital Signage of Interactive Technology in U.S. Business, Industry and Government. Times Square digital signage came in second for the Silver award.

Conference, Large-Scale Events and Exhibits



FY2015 CLEE Events

FY2016 CLEE Events - TBD

Event	Location	Event Date
SXSW	Austin, TX	03/13-17/15
Earth Day Nat'l Mall – Union Station	Washington, DC	04/18 - 22/15
World Science Festival/Fleet Week	New York, NY	05/22-30/15
San Mateo Maker Faire	San Mateo, CA	05/16-17/15
Comic-Con	San Diego, CA	07/9-12/15
Essence Festival	New Orleans, LA	06/29 -07/06/15
World Maker Faire, NYC	New York, NY	09/26-27/15
Balloon Fiesta	Albuquerque, NM	10/2-10/15
Bay Area Science Festival	San Francisco, CA	10/24
CA Science Center Endeavour Fest	Los Angeles, CA	11/15 (TBC)

Comic-Con Panel and Exhibit Booth



AdChoices | Mashable App | Comic Con Panel | Social Sites | Social Networks

How to follow Mashable at San Diego Comic-Con 2015

1.3k
SHARES

Share on Facebook

Share on Twitter



The banner as seen at Comic-Con International: San Diego.

IMAGE: DAVID BROVCO/ORBIS



It's that time of year again. As the summer heats up, thousands of people, from celebrities and [cosplayers](#) to exhibitors and fans, make the trek to San Diego for four days of nerd heaven. Kicking off on Thursday, July 9, the event brings people of all walks of life together to celebrate the world of entertainment and much more.



[\(Mashable article\)](#)



Victor Glover
@VicGlover


Follow

I only cried a little. #STEM gets me all choked up. Thanks Stephanie, you guys were awesome! #SDCC #weareingoodhands [twitter.com/stephist/statu...](#)

2:04 PM - 10 Jul 2015

EFT-1 Boarding Pass





12042014

ORION'S FLIGHT TEST

12042014

EMBED

Invite Friends & Family >

With your Boarding Pass, your name will fly on **ORION'S FLIGHT TEST** ~ Dec. 4-6, 2014 (Launch Window)

Frequent Flyer points earned for flights taken on NASA's #JourneyToMars.

*Required

First Name*

Last Name*

Used only to create participation maps or to allow you to search for your boarding pass and share it with others.

Country* United States

Postal Code*

Used only to give you "frequent flyer" points and to allow you to send your name on future Journey to Mars launches.

Email

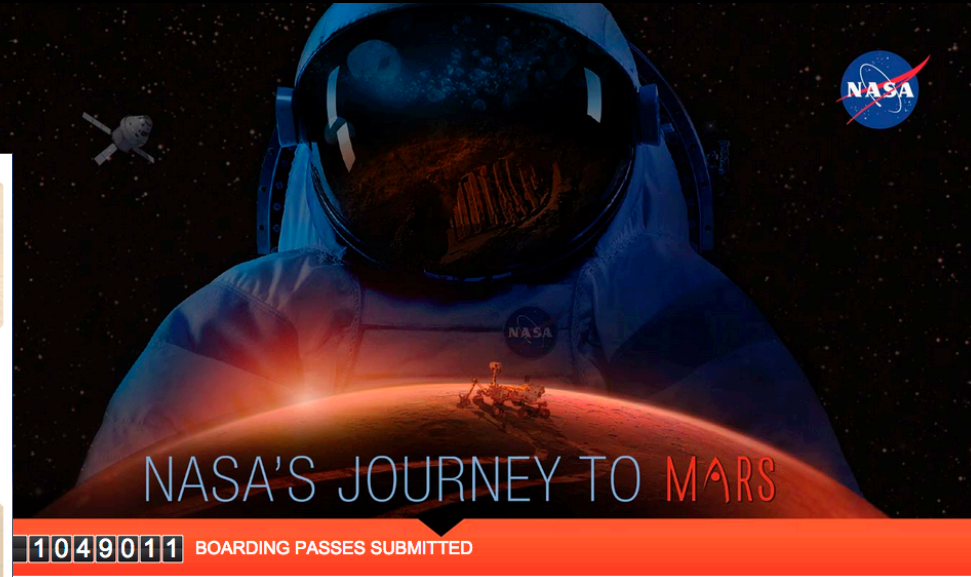
Privacy Policy

Hard to read? Refresh!

TYPE CAPTCHA

Type the text

SEND MY NAME >



12042014

Orion's Flight Test

NASA2291

#JOURNEYTOMARS

NASA National Aeronautics and Space Administration

J2M1000000096903

BOARDING PASS: ORION'S FLIGHT TEST

ASHLEY EDWARDS

LAUNCH SITE
CAPE CANAVERAL SLC-37B
FLORIDA, UNITED STATES

ARRIVAL SITE
PACIFIC OCEAN
TRANSFER: CALIFORNIA
UNITED STATES

SCHEDULED DEPARTURE
DEC 04 2014

ROCKET
DELTA IV HEAVY

AWARD POINTS EARNED
60,000 mi / 96,560 km



EFT-1 Sesame Street Partnership



Scott Kelly
@StationCDRKelly



.@NASA_Orion @Astro_Ricky from up here,
I can tell you how to get to @SesameStreet.

Destination Station



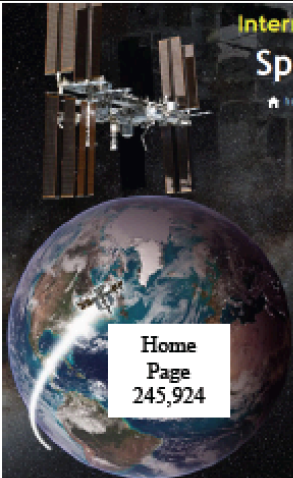
FY15 Destination Station stops:

- Bay Area, Feb 12-20 (meetings with Disney, GoogleX, AAAS Family Science Days, Kaiser Permanente, Stanford, Children's Creativity Museum)
- World Science Festival & NYC, May 30-31 & June 2-6 (WSF CLEE, BASF, Silicon Alley, Merck, NYC City Hall, Yankees, Macy's Herald Square)
- Philadelphia & Bio International, June 16-20 (BIO International is world's largest biotechnology gathering, The Franklin Institute, Phillies' Citizens Bank Park, Macy's)
- ISS R&D & Boston, July 7-10 (ISS R&D Conference, New England Aquarium, Northeastern University, Museum of Science)



Spot The Station





International Space Station

Spot The Station

[Home](#)
[Location Lookup](#)
[Sign Up](#)
[Log In](#)
[Contact](#)

[Twitter](#) 15,179

Home Page
245,924

Know when to look up
and see the International Space Station

Sighting Location Lookup

See the upcoming sighting opportunities for several hours and locations worldwide.

[Location Lookup](#)

268,265

Sign up for alerts

Receive email or text message notices hours before the station flies overhead.

[Sign Up](#)

41,269

Received an Alert code?

Please note these expire after 1 hour.

[Go](#)

2,744

Already registered?

[Extend Alerts](#)
[Delete Alerts](#)

20,225

Questions?

Visit our [Frequently Asked Questions](#) webpage.

[Go](#)

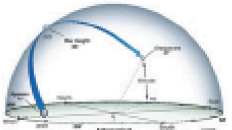
9,380

How to Use Spot The Station

See what an average user might receive.

[Go](#)

20,044



Right now more than 507,062 people are signed up to Spot The Station!

291,341 Total registrations at month's end.
(+4% from last month)

ISS-STS Alert Registrations

Top 10 Countries (of 150)	Registrants	Total
1. United States	158,434	291,341
2. United Kingdom	44,963	291,341
3. Canada	11,817	291,341
4. Australia	9,497	291,341
5. India	6,300	291,341
6. Brazil	6,286	291,341
7. Spain	3,342	291,341
8. Italy	3,146	291,341
9. Germany	2,893	291,341
10. Ireland	2,206	291,341

Top 10 Sightings Opportunity Pages by Visits

US ISS-STO Pages	Visits	Total
1. US: Phoenix, AZ	3,366	1,000,000
2. US: Houston, TX	3,195	2,000,000
3. US: Seattle, WA	3,131	3,000,000
4. US: Los Angeles, CA	2,349	4,000,000
5. US: Cleveland, OH	2,198	5,000,000
6. US: Portland, OR	2,153	6,000,000
7. US: Grand Rapids, MI	2,104	7,000,000
8. US: San Diego, CA	2,074	8,000,000
9. US: Las Vegas, NV	1,918	9,000,000
10. US: Minneapolis, MN	1,436	10,000,000

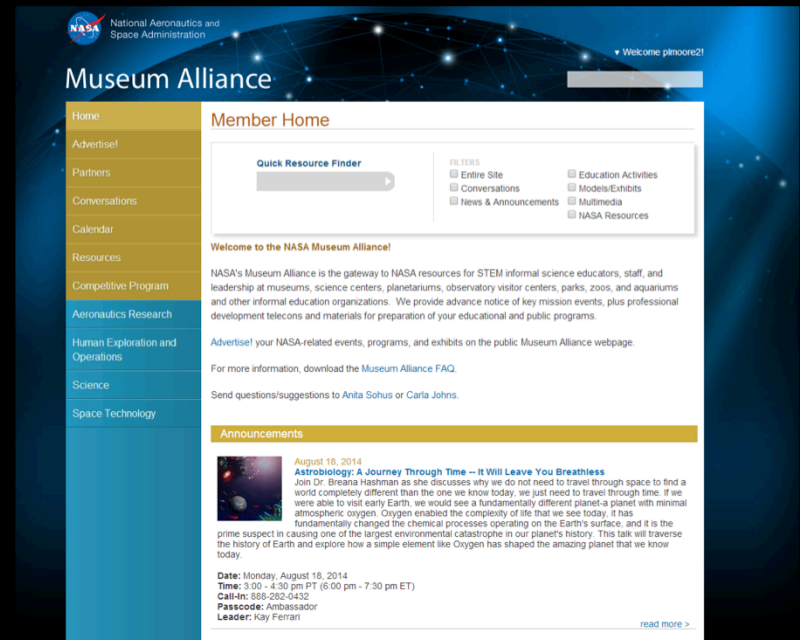
Strengthening Relationships with Museums and NASA Visitor Centers



Goals

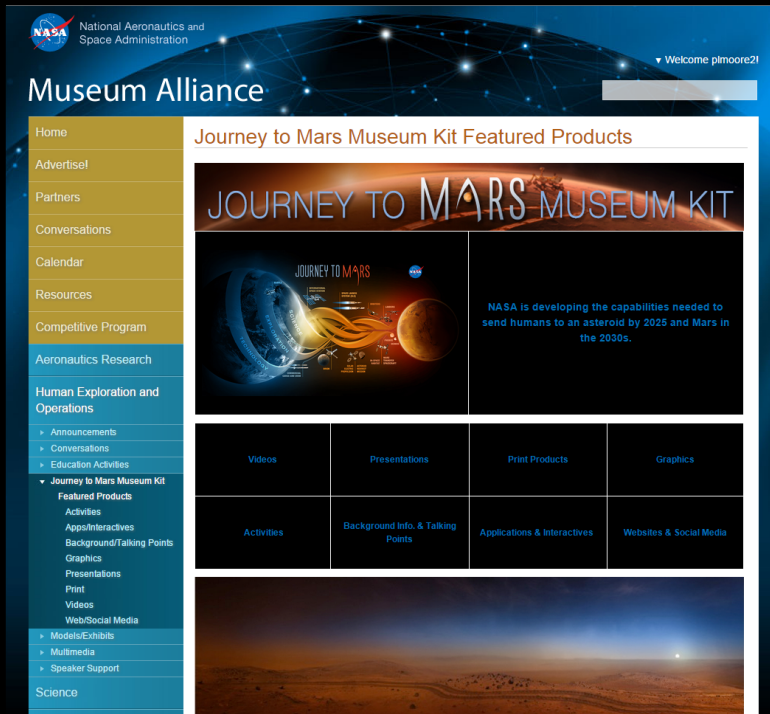
To increase the public's awareness of NASA's Journey to Mars and importance of the transportation systems (Ground Systems Development Office, Orion, and Space Launch System) in that journey.

To equip NASA Visitor Centers, museums, planetariums and science centers with relevant and up-to-date Journey to Mars content and resources.



- 600 + Museums, Science Centers and Planetariums
- Existing website of resources
- Listserv of 1100 individuals
- Excellent location to list existing and new ESD resources

Journey to Mars Museum Kit



The Journey to Mars Museum Kit premiered at the Space Exploration Educator's Conference at Space Center Houston on February 6th.

Conducted a focus group with 18 informal educators and received feedback to improve kit.



NASA Visitor Centers



NASA Visitor Centers

- On going communication between NASA and the NASA Visitor Centers
- Face-to-Face Meetings



Education Outreach

Education EXPRESS



On July 2, 2015 the Education EXPRESS message was sent to 20,933 EXPRESS subscribers, and shared with 37.4 thousand NASA Education Twitter followers and 10.9 million NASA Twitter followers. Through the use of social media, content from the EXPRESS message has the potential to be shared with approximately 10.96 million people.

The EXPRESS message is sent to our current subscribers, and posted to the NASA Blog page. Posting the *EXPRESS* message on the Blog page allows interested persons to sign up to receive the *EXPRESS* message via an RSS feed. After the message is posted, NASA Education, tweets that the Education *EXPRESS* message is available and provides the URL.

- NASA Education listserv sign up: <http://www.nasa.gov/education/express>
- NASA Twitter: <http://twitter.com/nasa>
- NASA Education Twitter: <https://twitter.com/nasaedu>
- NASA Blogs: <https://blogs.nasa.gov>
- NASA Education *EXPRESS* Blog: <https://blogs.nasa.gov/educationexpress/>
- Current Opportunities for Educators: <http://www.nasa.gov/audience/foreducators/current-ops-index.html>
- Current Opportunities for Students: <http://www.nasa.gov/audience/forstudents/current-ops-index.html>

Education/Collaboration Opportunities



STEM on Station



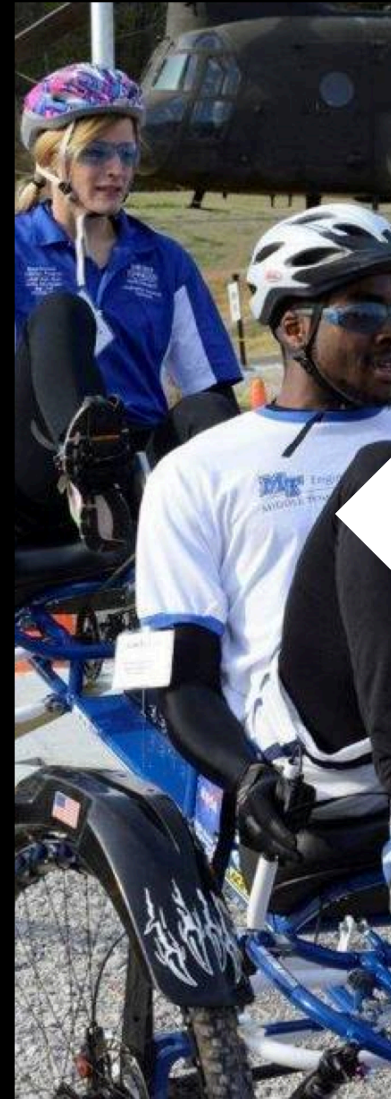
Mars Generation



What's Up in the Night Sky



Spot the Station



Student Programs and Projects

A-Z list of education opportunities that NASA offers throughout the year

[Exploring Careers @ NASA](#)

The modules on this page lead to steps you can take now that may help land the job you want at NASA.

[NASA's One Stop Shopping Initiative Website](#)

Apply for NASA internship, fellowship and scholarship opportunities through a single application.

[Pathways Programs at NASA](#)

These programs provide opportunities for students and recent graduates to be considered for federal employment.

Design Challenges



NASA Challenges Students to Design 3-D Space Containers



Calling all students! NASA needs your help to design containers that could be used in space. The 3-D Space Container Challenge is the second in series of [Future Engineers Challenges](#) where students in grades K-12 will create and submit a digital 3-D model of a container that they think astronauts could use in space.



Washington holds the space planter she designed as part of the Space Tools Challenge.

Informal Education



Summer Web Chat



#WhySpaceMatters Photography Competition



- Audience: All Educators and Students
Next Deadline: Aug. 10, 2015

NASA and the United Nations Office for Outer Space Affairs, or UNOOSA, have launched a global photography competition to highlight how the vantage point of space helps us better understand our home planet, improve lives, and safeguard our future by aiding sustainable development on Earth.

To highlight the role of space-based science and technologies and their applications on Earth, NASA and UNOOSA are inviting the public to submit photos depicting why space matters to us all in our daily lives. To participate, post a picture and description on Instagram using the hashtag #whyspacematters and tagging @UNOOSA.

NASA astronaut Scott Kelly, who is three months into a one-year mission aboard the International Space Station, will announce the winning photo each month by posting it from his Instagram account [@StationCDRKelly](#).

For more information about the competition, visit <http://www.unoosa.org/oosa/contests/whyspacematters/index.html>.

For more information about the International Space Station and the One-Year Mission, visit <http://www.nasa.gov/content/one-year-crew>.

Future of Human Spaceflight

Planetariums Shows



- **As of May 1st**, 30 planetarium requests were estimated as producing a minimum of 70,000 show viewers; 124 teacher lessons had been downloaded via nasa.gov; 764 teacher lessons had been downloaded at NIA workshops & events; 1,000,000 viewers had viewed the one-screen version on (1) nasa.gov, (2) the NASA HQ video wall, (3) YouTube, (4) the National Institute of Aerospace website, and at (5) conventions.
- Since May, seven more planetariums have requested it, so you could estimate about a third more of those statistics in each category.

Internal Communications and Employee Motivation

ESD Newsletter and Space Flight Awareness Program Activities



National Aeronautics and Space Administration



ESD

EXPLORATION SYSTEMS DEVELOPMENT

Combined Monthly Report May 2015

ORION

Orion Mockup Arrives at the Lockheed Martin Integrated Test Lab in Colorado

Welding Underway on EM-1 Orion Pathfinder

Quarterbacking for the Future

Lockheed Martin Completes Orion Mockup for Risk Reduction Testing

Space Foundation Launches Lockheed Martin Space Education Center

Houston... We Have Recognition!

Lockheed Martin Earns JSC Honor for Small Business Initiatives

Futuramic Brings the Future of Spaceflight to Michigan

NASA Blends Science Fiction with Science Fact at Comicpalooza

SPACE LAUNCH SYSTEM

Space Launch System Program Moves Forward with Critical Design Review

Steamy Summer Begins for SLS with RS-25 Test A

Some Assembly Required: The Newest RS-25 Joins the Space Launch System Family

Spaceflight Partners: Ultimate Hydroforming Inc.

SLS Booster Work Continues Well After Smoke Clears from Major Test

Milestone Work Under Way on B-2 Test Stand

On the road...

GROUND SYSTEMS DEVELOPMENT & OPERATIONS

Small Class Vehicle Launch Pad Takes Shape at Pad 39B

GSDO Inspires, Promotes FIRST Robotics Teams

Ground Systems Team Spotlight

Employee Spotlight: Trey Reilly

www.nasa.gov

SPACE FLIGHT AWARENESS ACTIVITIES, VISITS, AND PRODUCTS

SFA Activities

SFA activities include motivational visits and the development, display, and distribution of awareness tools.

SFA Visits

SFA works to arrange executive and astronaut visits to help remotely located employees feel that they are part of the human spaceflight team, and to give them an opportunity to get to know those who will use the products they design and build.

SFA Products

SFA uses a variety of products to focus on key aspects of human spaceflight requirements and mission activities:

- Printed products – safety, quality, reliability, mission, astronauts, significant milestones
- Decals – Space Shuttle and International Space Station missions
- Lapel Pins – vehicle, mission, milestones
- Safety Day activities.



HEO Communications Strategy



- Communicate as widely as possible
- Build communities of fans & followers
- Transform them into advocates, ambassadors, creators, & collaborators



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Thank you. Questions?